

MEDIA PARTNERSHIPS

Lee Hubber



Create a conversation with a hard to reach audience

SPOTS
& SPACE

CALD Media



NATIONAL CALD ANALYSIS

151 Radio Stations

185 Press Titles

201 Available TV Channels

Local websites

Every language community has a discrete set of consumers and a media consumption pattern that is unique to that group



CALD MEDIA DRIVERS

Entertainment & Music

Local News & information

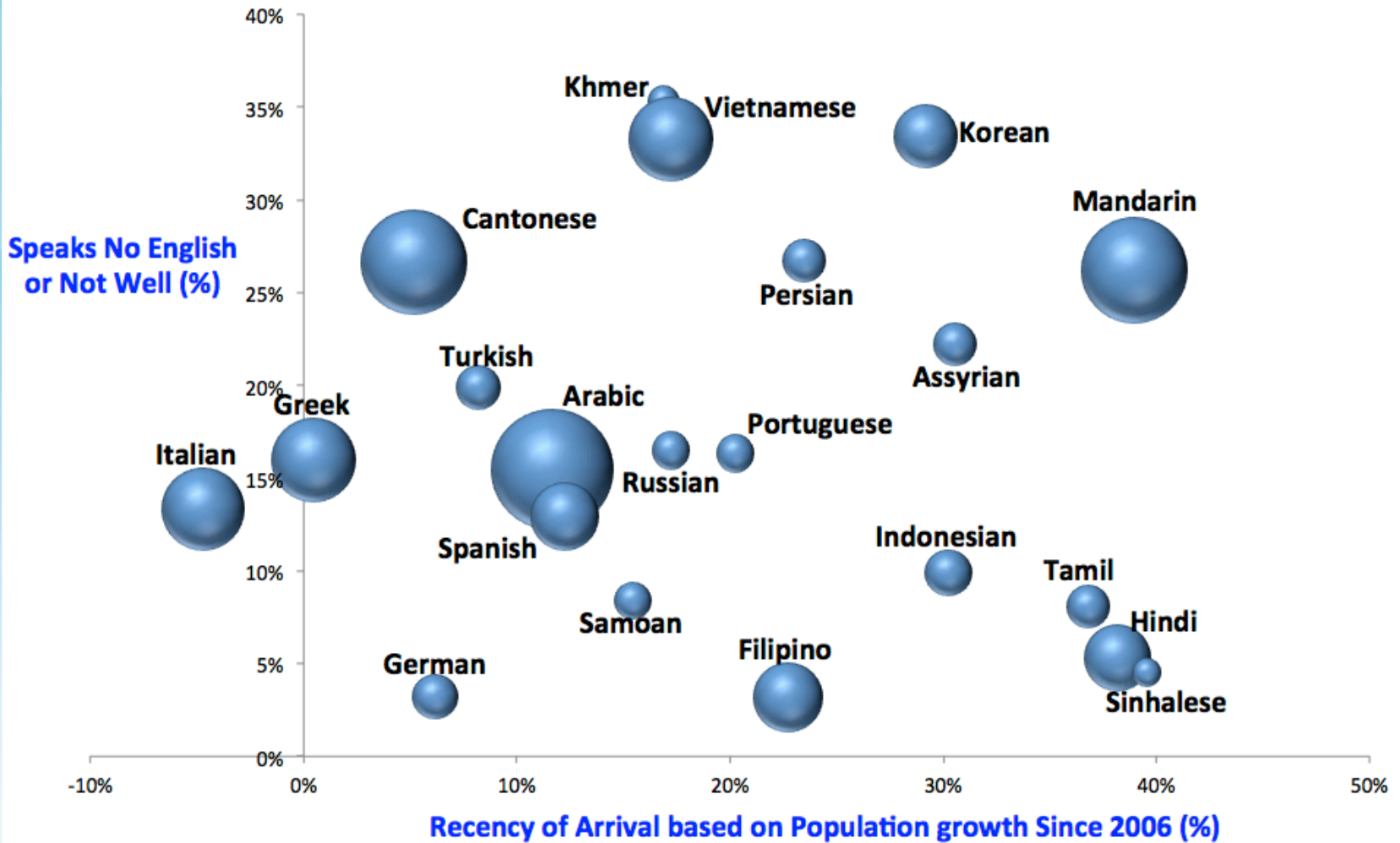
Lack of English language skills

Settlement information

CULTURAL MAINTENANCE

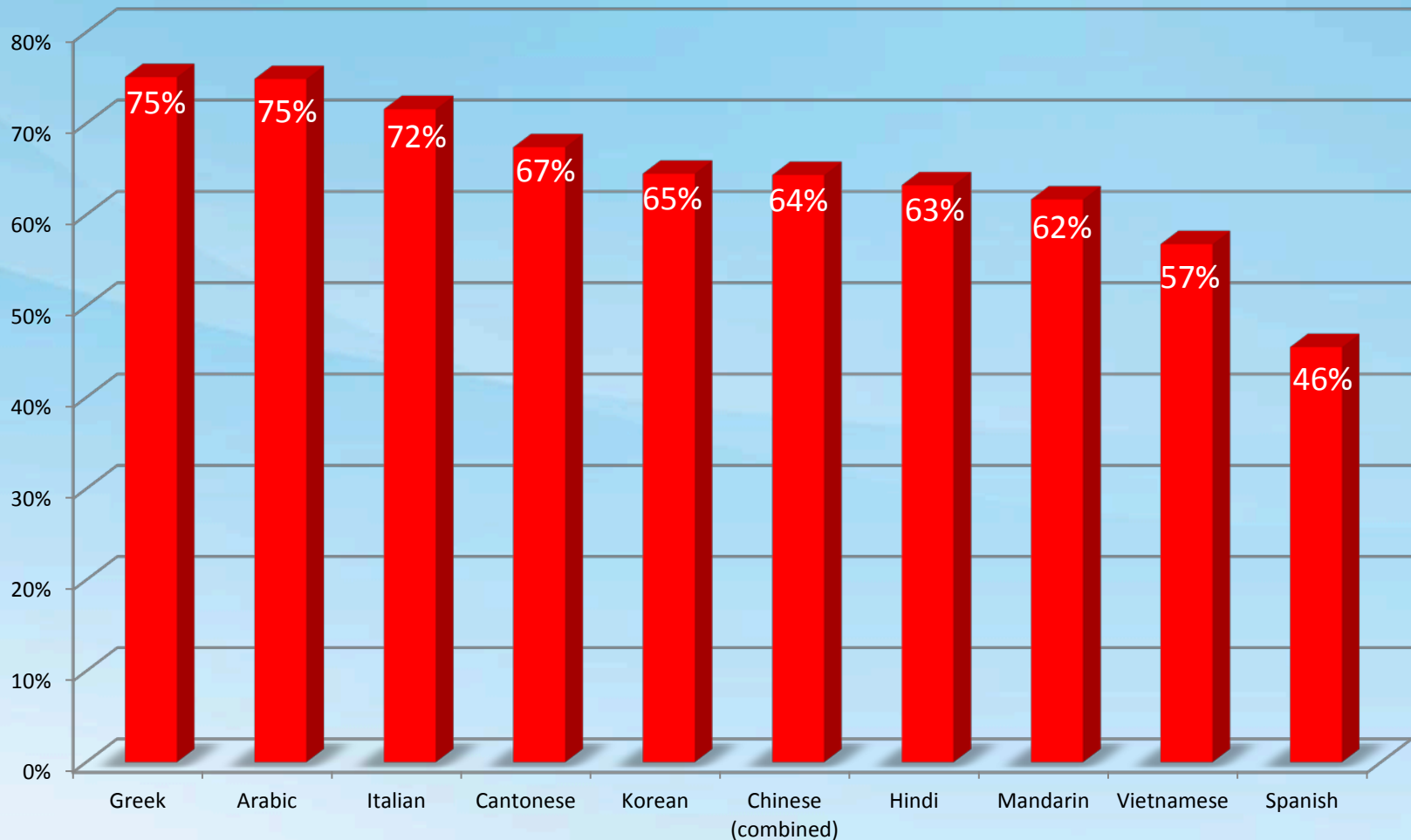


CALD MEDIA DRIVERS



Weekly reach radio / press / TV

Population 18+ Years that consume In-Language media

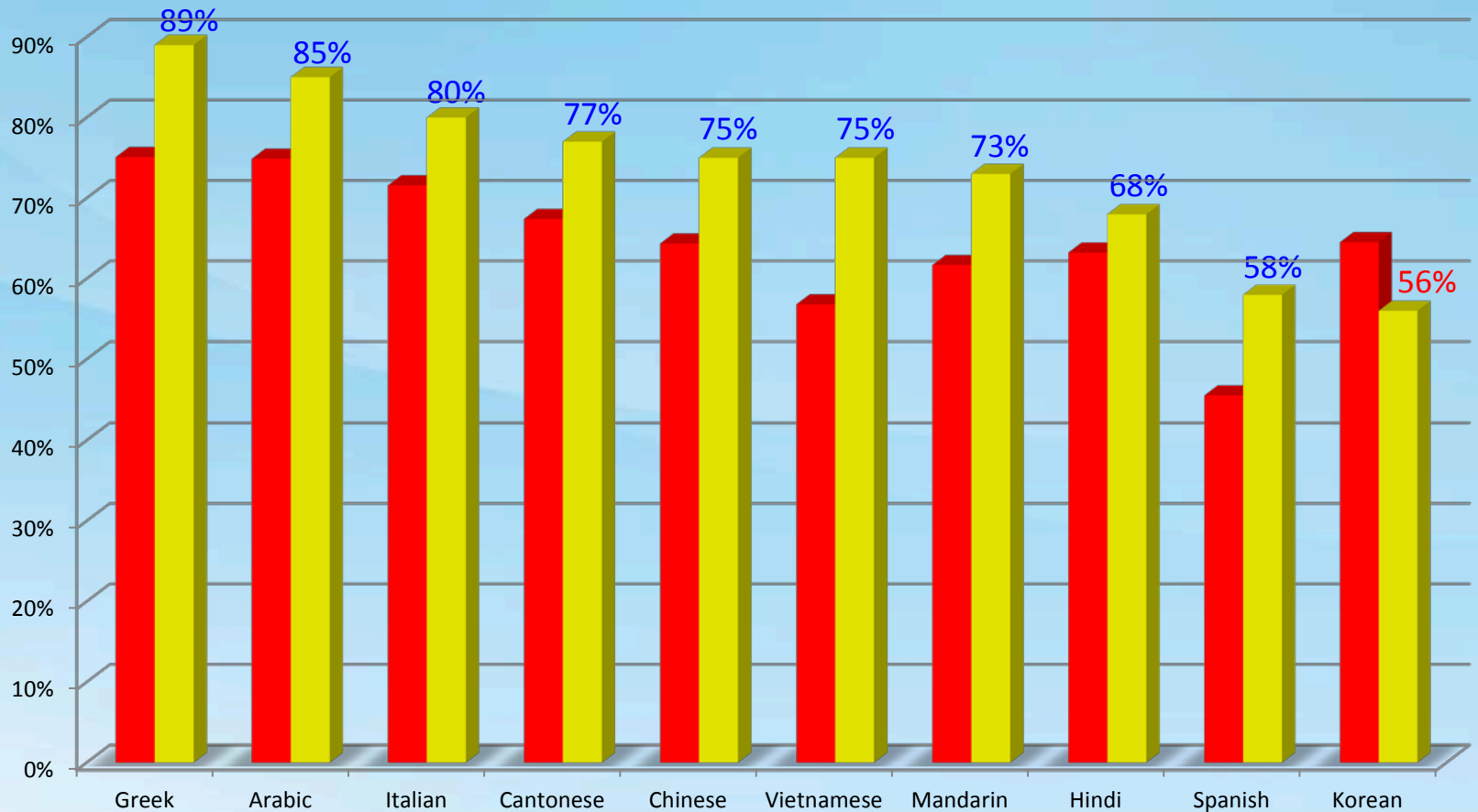


Representative sample of people 15+ interviewed by telephone in their preferred language – n=4400 Sydney/Melbourne

Source: McNair Ingenuity Pty Ltd 2013 excludes SBS

Weekly Reach in-language TV / Radio / Press

■ Population 18+ Years that consume In-Language media
■ 55+ Years that consume In-language media



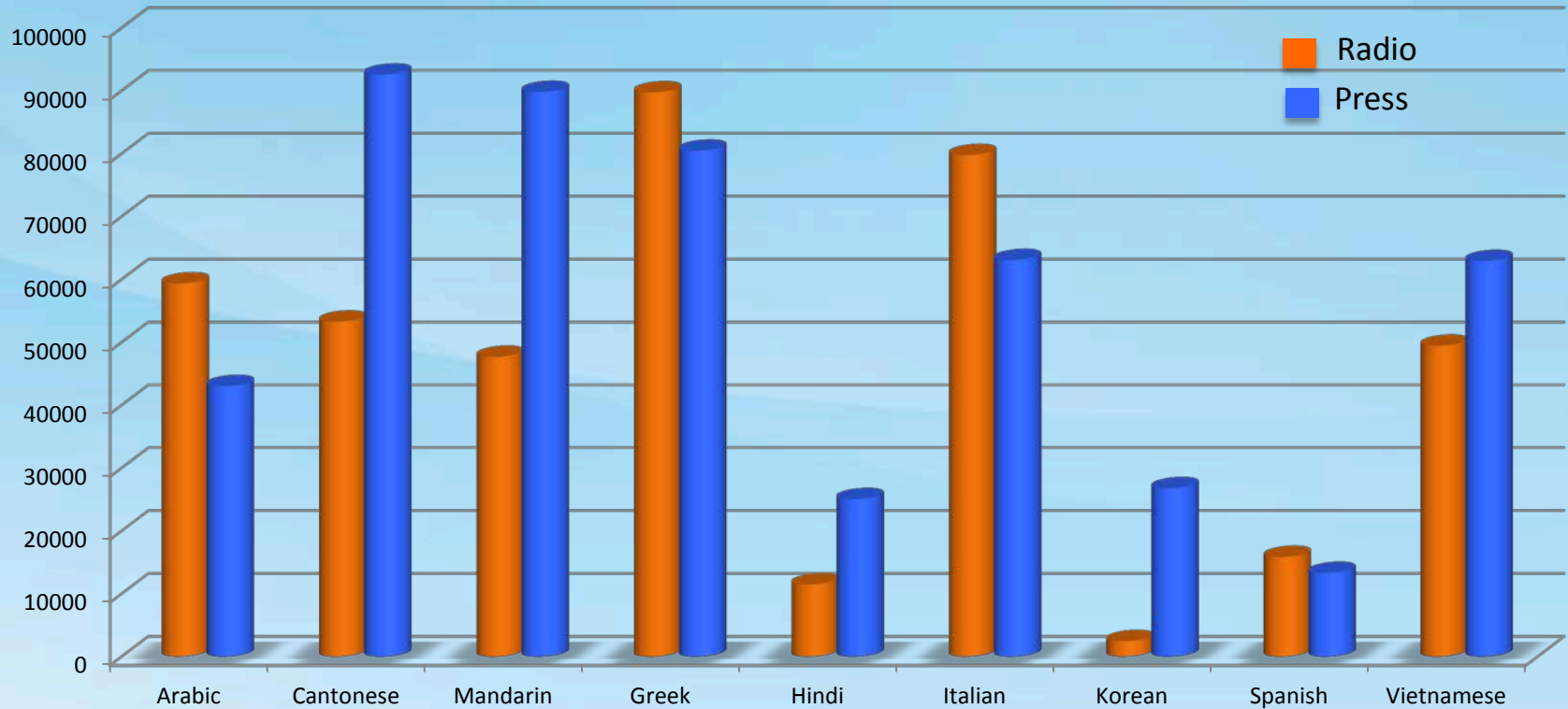
Pop 18+ Years 75% 75% 72% 67% 64% 57% 62% 63% 46% 65%

Representative sample of people 15+ interviewed by telephone in their preferred language – n=4400 Sydney/Melbourne

Source: McNair Ingenuity Pty Ltd 2013 excludes SBS

MEDIA CONSUMPTION RESEARCH

All Radio* versus All Press



Representative sample of people 15+ interviewed by telephone in their preferred language – n=4400 Source: McNair Ingenuity Pty Ltd 2013
* excludes SBS



Samoan Radio in Sydney

| Time/Day | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday | |
|-------------|--------|---------|-----------|----------|--------|----------|--------|-------------|
| 6:00:00 am | | | | | | 2000 FM | 2SWR | 6:00:00 am |
| 7:00:00 am | | | | | | 2000 FM | 2SWR | 7:00:00 am |
| 8:00:00 am | | | | | | | | 8:00:00 am |
| 9:00:00 am | | | | | | | | 9:00:00 am |
| 10:00:00 am | | | | | | | | 10:00:00 am |
| 11:00:00 am | | | | | | | | 11:00:00 am |
| 12:00:00 pm | | 2SWR | | | | | | 12:00:00 pm |
| 13:00:00 PM | | 2SWR | | | | | | 13:00:00 PM |
| 14:00:00 PM | | 2GLF | | | | | | 14:00:00 PM |
| 15:00:00 PM | | 2G:F | | | | | | 15:00:00 PM |
| 16:00:00 PM | | | | | | | | 16:00:00 PM |
| 17:00:00 PM | | | | | | | | 17:00:00 PM |
| 18:00:00 PM | | | | 2MCR | | | | 18:00:00 PM |
| 19:00:00 PM | 2WOW | | | | | | | 19:00:00 PM |
| 20:00:00 PM | 2WOW | | SBS | | 2NBC | | SBS | 20:00:00 PM |
| 21:00:00 PM | 2NBC | | | | 2NBC | | | 21:00:00 PM |
| 22:00:00 PM | 2NBC | | | | 2NBC | | | 22:00:00 PM |
| 23:00:00 PM | | | | | 2NBC | | | 23:00:00 PM |
| 24:00:00 AM | | | | | | | | 24:00:00 AM |

| Station/Location | Frequency |
|-------------------|-----------|
| SBS Radio Sydney | 97.7 Mhz |
| 2000 FM Sydney | 98.5 Mhz |
| 2GLF Liverpool | 89.3 Mhz |
| 2MCR Campbelltown | 100.3 Mhz |
| 2NBC Hurstville | 90.1 Mhz |
| 2SWR Blacktown | 99.9 Mhz |
| 2WOW Penrith | 100.7 Mhz |

AUDITED DIVERSITE PARTNERS



Chinese



Thai



(Pending)



(Pending)



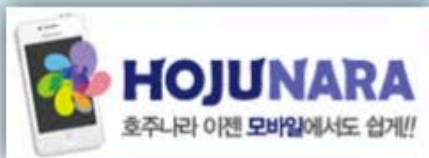
Vietnamese



Indian



Turkish (Pending)



Korean



Spanish



Muslim

ADDITIONAL OPPORTUNITIES



DIVERSITE - CALD DIGITAL (NATIONAL)

Audited Media
Association of Australia

| Website | Audience | Daily UB's | Page Impressions | UB Frequency |
|----------------|-------------------------|------------|------------------|--------------|
| SYDNEY TODAY | Chinese | 6,598 | 2,248,737 | 3.81 |
| 1688 | | 5,740 | 692,822 | 5.8 |
| HOJUNARA | Korean | 5,333 | 3,534,632 | 4.74 |
| INDIAN LINK | | 162 | 11,438 | 1.4 |
| INDUS AGE | | 58 | 3,411 | 1.15 |
| LATIN HUB | Spanish / Latin America | 38 | 3,153 | 1.53 |
| MUSLIM VILLAGE | Muslim | 950 | 50,259 | 1.59 |
| NATUI | Thai | 2,189 | 419,243 | 3.24 |

DIVERSITE - CALD DIGITAL (NATIONAL)



Audited Media Association of Australia



| AMAA Report | Bureau | Website | Publisher | Period Ending | Av. Daily UB | UB Change % | Page Impressions |
|-------------|--------|------------------------------|------------------------------------|---------------|--------------|-------------|------------------|
| AMAA | | PEDESTRIAN.TV | Pedestrian Group Pty Ltd | Sep 2014 | 73,971 | -19.96 | 4,101,232 |
| AMAA | | TIME OUT | Print & Digital Publishing Pty Ltd | Sep 2014 | 33,838 | 0.31 | 3,101,087 |
| AMAA | | HOJUNARA 3 RD | Spots & Space | Sep 2014 | 5,568 | -2.26 | 3,017,169 |
| AMAA | | AWW.COM.AU | Bauer Media Limited | Sep 2014 | 18,338 | | 2,661,497 |
| AMAA | | SYDNEY TODAY 5 TH | Spots & Space | Sep 2014 | 5,937 | -2.62 | 1,666,802 |
| AMAA | | MYGC.COM.AU | Hot Tomato Broadcasting Company | Sep 2014 | 35,582 | 372.74 | 1,517,665 |
| AMAA | | 1688 7 TH | Spots & Space | Sep 2014 | 7,449 | -4.51 | 1,515,510 |
| AMAA | | CRIKEY.COM.AU | Private Media Pty Ltd | Sep 2014 | 19,183 | -7.50 | 1,499,750 |
| AMAA | | BUBHUB | Evolve Media LLC | Sep 2014 | 17,692 | | 1,453,377 |
| AMAA | | AGED CARE GUIDE | DPS Publishing | Sep 2014 | 7,910 | 0.38 | 920,726 |

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Description

Packed with tips and ideas for you to get involved in your child's learning, the Learning Potential app helps you to make the most of the time you spend with your child.

Researchers around the world agree that when parents are involved in their child's learning it really can have a positive impact. That's why this free Australian Government app provides inspiring ways you can be more involved from the highchair to high school.

...

[more](#)

What's New in Version 1.0.5

Posted Sep 3, 2015

Some minor updates, optimisations and improvements.

SA Ambos by Showpony Advertising



[video](#)

BREAK THE INTERNET

South Australian Ambulance Service by Showpony
reached 2.3 million people in 13 countries

1 million + views
in a week

45% reduction in violent
incidents in 2 months



70,000 likes, comments
and shares

No paid support



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